What is claimed is:

1. A process for bending a wire binding element used in binding brochures comprising bending said wire binding element into a concave shape in segments.

2. The process of claim 1, comprising bending said wire bending element a determined angle.

3. The process of claim 1, comprising bending said wire binding element an angle in the range from 15° to 35°.

4. The process of claim 1, comprising bending said wire binding element an angle in the range from 25° to 35° a plurality of times, and bending said wire binding element 15° a final time.

5. The process of claim 1, further comprising closing said wire binding element.

6. The process of claim 1, further comprising inserting said wire binding element into said brochure.

7. The process of claim 1, further comprising inserting said wire binding element into said brochure and closing said wire binding element.

8. The process of claim 1, further comprising inserting said wire binding element into said brochure and subsequently closing said wire binding element.

9. The process of claim 1, further comprising calibrating an initial position of said wire binding element.

10. The process of claim 1, further comprising starting said bending from an outer periphery of said wire binding element.

11. An apparatus for bending a wire binding element used in binding brochures

comprising:

a base; and,

a bending unit connected to said base configured to bend the wire binding element into a concave shape in segments.

12. The apparatus of claim 11, further comprising a clamping device that holds the wire binding element for said bending unit.

13. An apparatus for bending a wire binding element used in binding brochures, comprising:

a base;

a first bending unit connected to said base; and,

a second bending unit connected to said base, each bending unit comprising at least one holding device, one support and a bending bar;

wherein said first bending unit and said second bending unit can be translated individually along a wire loop of the wire binding element.

14. The apparatus of claim 13, wherein the holding device, together with the support, clamps the wire binding element and the bending bar bends the free end of the wire binding element around the holding device by a specified angle by means of rotation.

15. The apparatus of claim 13, further comprising two O formers configured to bend said wire binding element into a ring-like binding.

16. The apparatus of claim 13, further comprising sensors positioned to detect the initial position of at least one of the supports and/or of at least one of the holding devices and/or at least one of the bending bars.

17. The apparatus of claim 13, wherein said bending device is configured to bend all loops of a binding element having multiple loops.

18. The apparatus of claim 13, wherein said bending device is configured to bend a subset of loops of a binding element having multiple loops.

19. The apparatus of claim 13, further comprising an insertion device that inserts the wire binding element into the brochure.

20. The apparatus of claim 13, further comprising an insertion device that inserts the wire binding element into the brochure adjacent at least one of said bending units.